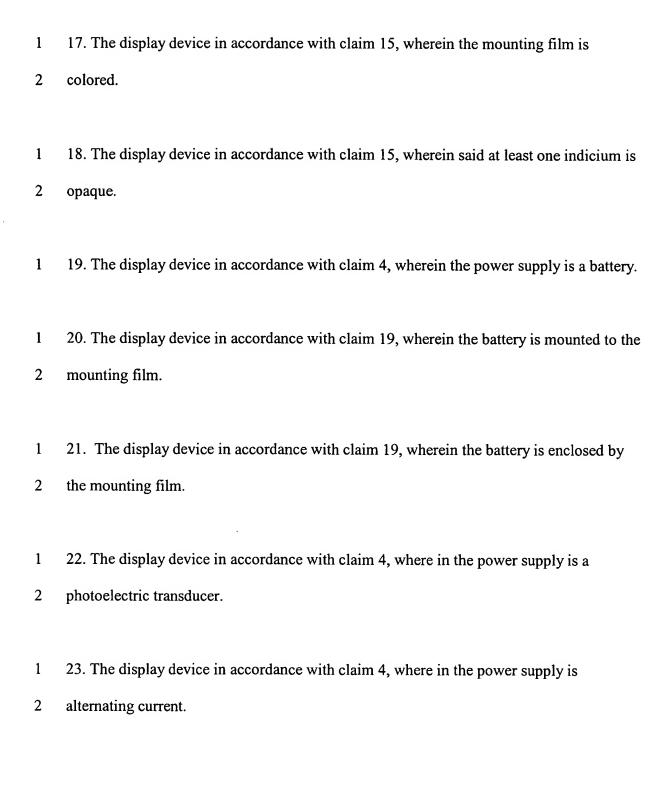
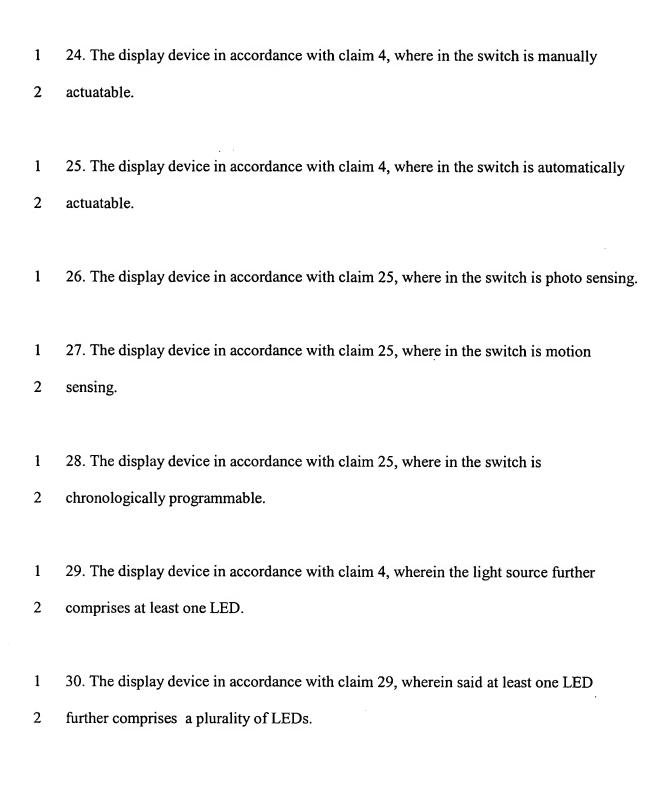
CLAIMS

- 1 1. A display device comprising:
- 2 (a) an electrical power supply;
- 3 (b) an illumination assembly including a light source and a switch electrically
- 4 interposed between the light source and the electrical power supply; and
- 5 (c) a mounting film attached to the illumination assembly for mounting the
- 6 illumination assembly and mounting film to a substrate.
- 1 2. The display device in accordance with claim 1, wherein said mounting film has a first
- 2 major surface and a second, opposite major surface, and an adhesive on the first major
- 3 surface for seating against and adhering to the substrate.
- 1 3. The display device in accordance with claim 1, wherein said mounting film has a first
- 2 major surface and a second, opposite major surface, and the mounting film is a static
- 3 cling film for mounting to the substrate with static attraction.
- 4. The display device in accordance with claim 3, wherein the mounting film has at least
- 2 one indicium on at least one of the major surfaces thereof.

- 1 5. The display device in accordance with claim 4, wherein the illumination assembly is
- 2 attached to the first major surface of the mounting film and said at least one indicium is
- 3 on the second, opposite major surface of the mounting film.
- 1 6. The display device in accordance with claim 4, wherein the illumination assembly is
- 2 attached to the first major surface of the mounting film and said at least one indicium is
- 3 also on the first major surface of the mounting film.
- 7. The display device in accordance with claim 6, wherein the mounting film is a
- 2 substantially planar sheet with peripheral edges that extend beyond the illumination
- 3 assembly.
- 8. The display device in accordance with claim 4, wherein at least one of the elements of
- 2 the illumination assembly is enclosed within the mounting film.
- 9. The display device in accordance with claim 4, wherein the mounting film is attached
- 2 to the illumination assembly by static attraction.
- 1 10. The display device in accordance with claim 4, further comprising an adhesive
- 2 interposed between the mounting film and the illumination assembly for attaching the
- 3 illumination assembly to the mounting film.

- 1 11. The display device in accordance with claim 4, wherein said at least one indicium is
- 2 selected from the group of alphanumeric characters, photographs, symbols and
- 3 trademarks.
- 1 12. The display device in accordance with claim 4, wherein said at least one indicium is
- 2 printed on at least one decorative film attached to said mounting film.
- 1 13. The display device in accordance with claim 12, wherein said at least one decorative
- 2 film is attached to said mounting film by an adhesive layer interposed between the
- 3 mounting film and the decorative film.
- 1 14. The display device in accordance with claim 4, wherein said at least one indicium is
- 2 printed onto the mounting film.
- 1 15. The display device in accordance with claim 14, wherein the mounting film is
- 2 translucent.
- 1 16. The display device in accordance with claim 15, wherein the mounting film is
- 2 transparent.





- 1 31. The display device in accordance with claim 30, wherein the LEDs are positioned to
- 2 correspond to at least one indicium on said mounting assembly.
- 1 32. A display device comprising:
- 2 (a) an illumination assembly having an electrical circuit including a battery, a
- light source and a switch electrically interposed between the light source and the
- 4 battery; and
- 5 (b) a mounting film attached to the illumination assembly, the mounting film
- having a first major surface and a second, opposite major surface with at least one
- 7 indicium, wherein the mounting film is a static cling film for mounting the
- 8 illumination assembly and mounting film to a substrate with static attraction.
- 1 33. The display device in accordance with claim 32, wherein the light source further
- 2 comprises at least one LED.
- 1 34. The display device in accordance with claim 32, where in the switch is manually
- 2 actuatable.
- 1 35. The display device in accordance with claim 32, wherein the electrical circuit
- 2 including the battery, the light source and the switch is enclosed within a housing that is
- 3 attached to the mounting film.

- 1 36. A display device in combination with a substrate, the combination comprising: 2 (a) an illumination assembly having an electrical circuit including a battery, a 3 light source and a switch electrically interposed between the light source and the 4 battery; and 5 (b) a mounting film attached to the illumination assembly, the mounting film 6 having a first major surface and a second, opposite major surface with at least one 7 indicium, wherein the mounting film is a static cling film mounting the 8 illumination assembly and mounting film to the substrate with static attraction. 1 37. The display device in accordance with claim 36, wherein the light source further 2 comprises at least one LED. 1 38. The display device in accordance with claim 36, where in the switch is manually 2 actuatable. 1 39. The display device in accordance with claim 36, wherein the electrical circuit 2 including the battery, the light source and the switch is enclosed within a housing that is 3 attached to the mounting film.
- 1 40. The display device in accordance with claim 36, wherein the substrate is a window.

1 41. The display device in accordance with claim 40, wherein the window is vertically 2 oriented. 1 42. The display device in accordance with claim 40, wherein the window is angled 2 relative to horizontal. 1 43. The display device in accordance with claim 36, wherein the substrate is a wall. 1 44. The display device in accordance with claim 36, wherein the substrate is a mirror. 1 45. A method for displaying at least one indicium, comprising: 2 (a) constructing an illumination assembly having an electrical circuit including a 3 battery, a light source and a switch electrically interposed between the light 4 source and the battery; 5 (b) attaching a static cling mounting film to the illumination assembly, the 6 mounting film having a first major surface and a second, opposite major surface; 7 (c) placing at least one indicium on one of said major surfaces of the mounting 8 film;

(d) seating one of said major surfaces of the mounting film against a substrate;

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10	(e) adhering the mounting film to the substrate with static attraction between the
11	mounting film and the substrate; and
12	(f) manually actuating the switch.